MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BEL1614 – ELECTRONIC COMMERCE
(All sections / Groups)

13th OCTOBER 2018
09.00 a.m - 12 p.m
(3 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages with 6 Questions (excluding Header Page)
2. Answer all questions
3. Please write all your answers in the Answer Booklet provided.

Answer All Questions

QUESTION 1

Explain and for each of the following technology, give an example of its application in e-commerce:

(a) Extensible Markup Language (XML)   (5 marks)

(b) Packet Switching.   (5 marks)

(c) Computer Cookies   (5 marks)

(d) Augmented Reality   (5 marks)

(Total 20 marks)

QUESTION 2

You are an IT consultant for a start-up business XYZ. The start-up business would like to build an ecommerce presence.

a) Discuss at least SEVEN (7) technical factors you should consider when building an e-commerce website.   (7 marks)

b) Explain the FIVE (5) major steps of the systems development life cycle for building an e-commerce website.   (5 marks)

c) Explain at least EIGHT (8) basic business and system functionalities an e-commerce website should include.   (8 marks)

(Total 20 marks)

QUESTION 3

a) Explain what disruptive technology is and how it is affecting the Star newspapers in Malaysia.   (5 marks)

b) Give at least TWO (2) reasons existing businesses tend to ignore these disruptive technologies.   (4 marks)

c) Discuss at least THREE (3) strategies that newspapers companies could adopt to counter these disruptive technologies.   (6 marks)

(Total 15 marks)
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QUESTION 4

Zam Zam Bookshop is a brick and clicks store selling books at physical shops as well as through websites online. They are consulting you as an Electronic Commerce consultant and want to know how they can use the current/new technologies to increase profits. Propose at least FOUR (4) current/new technologies. For each of these technologies, give examples suitable for the business.   **(Total 15 marks)**

QUESTION 5

Recently, 1MDB website and servers were hacked. Valuable corporate information was stolen. Top management were perplexed because they thought that their systems are protected since they had fire walls and proxy servers installed. Furthermore, their databases were encrypted.

a) Explain about the existing security measures (encryption, fire walls and proxy servers) and the protection they provide **and** do NOT provide.   (9 marks)

b) Explain at least THREE (3) additional security measures that the company should adopt.   (6 marks)

(Total 15 marks)

QUESTION 6

Many small businesses struggle with deciding to utilize social media marketing or traditional marketing, because their budget can only stretch to one or the other, not both.

a) Explain what social media marketing is.   (2.5 marks)

b) Explain what traditional marketing is.   (2.5 marks)

c) Describe at least FIVE (5) benefits of social media marketing over traditional marketing.   (10 marks)

(Total 15 marks)

End of Paper